



PAUL L. WARD & SON, Plantsmen
Hillsdale, Michigan

Gardens at
298 Hillsdale Street

Phone
HEmlock 7-2818

1955 Spring Offerings

Michigan customers please include the 3% Sales Tax as required by Michigan law.

First, we wish to thank one and all of our many customers for the splendid business they sent our way in 1954. We assure you that everything in our power will be done to merit a continuance of your favor.

NOTE: In ordering, if in a hurry put on a special delivery stamp. We have but one regular mail delivery, after noon, each day and on that account an order or letter might be delayed in reaching us a full day after arriving in Hillsdale. Unless you are 300 miles or more away, air mail will be no saving of time, as we understand that air mail has to come from Toledo on the east and Chicago on the west by train or motor truck.

PLEASE NOTE CAREFULLY: Each spring our local business is so heavy that during the last ten days of May every bit of our time is taken up just waiting on trade and we are rarely able to do any shipping during that period. So, if you can get your orders in our hands not later than April 15th we can plan to make deliveries as soon as the plants are ready. If you order later than that, we will assume that early June delivery will be acceptable.

All orders for potted annuals must be in our hands by April 1st to insure complete filling of your needs. And it will greatly help us if you can make the potted plant order as early as March 15th or even earlier. Many of the items listed we have to start in January, and we need to know the approximate quantity of each we should grow.

Our potted annuals will be divided into two groups, one that will not be harmed by frost and which we can get ready for late April and early May delivery. This group will comprise Asters, Snapdragons, Petunias, Alyssum and Chrysanthemums. Minimum order prepaid from this group \$3.00, and not less than three of a kind or color. A postage and packing charge will have to be added to smaller orders.

The second group will consist of Ageratums, Cleome (Spider Plant), Coleus, Lobelias, Marigolds, Unwin Dahlias, Zinnias, Delphiniums, Globe Phlox. Items in this group will be ready and will be shipped right after Memorial Day, or in late May if we can find a chance to get them packed and on the way. Minimum order from this group \$3.00 and not less than three of a kind or color.

One thing more: If you want plants from the first group but do not want them until after June 1st, just specify that in your order and we will arrange to grow and hold them for the later date.

On all orders, remittance accompanying same, a discount of 5% may be taken if you will send the orders to us not later than March 1, 1955.

Annual Bedding Plants

PANSIES--We can accept orders for our giant flowering mixed pansies to April 15th. All pansy and viola plants must be shipped before May 1st, as they get too large very early. You can order our giant mixed, red shades, pure yellow, Pure white, light blue, dark blue and bronze shades.

VIOLAS--The same situation as to pansies. We can furnish these very free flowering violas in blue, yellow, ruby, apricot, white, purple, mixed. These violas are small flowered, more profuse blooming, stand heat better than pansies and bloom over a longer period. Grand for sunny borders.

Price of pansies and violas, 12¢ each prepaid; 8¢ each express collect. Minimum order 25 plants, prepaid. Do not order less than fifty to go by express.

ASTERS--Finest double types from the best strains of seed obtainable. All colors but yellow in the regular petal type, also white, blue, pink, rose, purple and mixed in the comet or curly petal type. All varieties and types in a grand mixture, some twenty or more colors and kinds. All are priced at 75¢ a dozen, three dozen for \$2.10, 100 for \$4.60. Not less than three of a kind or color. See another page for prices and descriptions of potted asters. May delivery.

ANTIRRHINUMS (Snapdragons)--For outside blooming. We are now able to offer the giant, free flowering Tetraploids in a complete color range. Here they are: Orchid, White, Yellow, Rose, Pink, Crimson, Sunset Bronze and mixed. Any of these at 80¢ a dozen or 6¢ each for fifty or more prepaid. May delivery. See another page for descriptions of pot grown snapdragon plants.

MARIGOLDS--Giant African doubles in orange, lemon or mixed. In the dwarf or border marigolds we will have the giant "Spry," mahogany and gold; "Sunkist," orange; "Lemondrop," pure yellow; "Redhead," anemone type; "Naughty Marietta," bronze and yellow single. Also our own select mixture of all imaginable marigold colors, a border of beauty you will not soon forget. All 75¢ a dozen, 50 for \$2.40. Early June delivery. See another page for descriptions of potted marigolds.

SALVIA--The brilliant red, showy summer flower which blooms until frozen down. Earliest is "St. John's Fire," 12 inches, blooms all summer; "Bonfire," midseason, 18 inches to two feet; "Splendens," tall, bushy and late, but the most showy of all, particularly for a brilliant fall effect against walls or shrubbery. Plants 85¢ a dozen, three dozen for \$2.40. All prepaid. Early June delivery.

VERBENAS--Brilliant colors in this grand bedding plant. Your choice of scarlet, royal purple, mid-blue, white, pink, salmon or mixed. 90¢ a dozen prepaid. These will be strong transplanted, frame grown and will bloom until freezing weather, generally to November. May to July delivery.

NOTE: We have found that Petunias and Zinnias from flats do not stand shipping well, hence we are offering these in pot grown plants only. See another page for descriptions.

POT GROWN PLANTS

Plants grown in small pots, weather hardened, will give you the BIG START for your summer and fall garden. They ship better, start faster and produce much sooner than plants from flats. Look over the many choice items offered and send in your order NOW so that we can handle it satisfactorily to you. Pot grown annuals must be started very early, hence we need your order by March 15th at the latest for Group A, and by April 1st for Group B, for early June shipment.

GROUP A - Ready about May 1st

ALYSSUMS--Carpet of Snow, white, for low borders in sunny locations. Need an ample supply of water. Also "Royal Carpet," a grand low, spreading purple alyssum. Both sorts need full sun, plenty of water and will bloom until hard freezing weather. Each 18¢; 25 or more 16¢ each.

ANTIRRHINUMS (Snapdragons) --All the colors of the giant flowering Tetraploids, as described on page 2. All potted snaps \$2.00 a dozen prepaid, not less than three of one color. 25 or more at 15¢ each.

ASTERS--Following sorts only, at \$2.50 a dozen and not less than three of a Kind or Color.

"Puffballs"--Two-foot plants literally covered with quilled flowers on long stems. If desired, entire plant can be cut at one time. These really made a hit with us last year. Very, very beautiful.

Super Giant Asters--wilt resistant, true giant ostrich feather flowers with long, heavy stems on three-foot plants. The best giant asters
The colors, by name:

Beverly Hills, azure blue

El Monte, crimson

Hollywood, white

Los Angeles, pink

Santa Barbara, purple

Pasadena, peach

New Ball White--Exceptional doubleness and fine, stiff stems are the outstanding features.

Ball Shell Pink--Large, fully double flowers of soft, shell pink. An exceptionally fine aster.

Azure Ball--A prolific bloomer of large, blue blooms. One of our top-notch cut flowers.

Rose Ball--One of the very finest of the new asters. Extra large, fully double.

Grand Mixture--Some twenty types and colors in the mixture. \$2.25 a dozen, \$14.50 per hundred.

POTTED PETUNIAS--Petunias are probably the most used of any annual flowers--so many colors, so many types, so many uses and bloom over so long a period. For that reason we try to grow a very large amount in a good variety, listing the best ones as they come out. New this year are Prima Donna and a white called Paleface. We also have the best of the older sorts.

Doubles--We will have strong 2½" to offer in the following colors:

"Allegro," salmon

"Nocturne," purple,

"Sonata," white

"Gaiety," pink and white

"Canadian Queen," pink,

"Caprice," rose

All are full double, large flowered, not less than three of a color. 30¢ each prepaid.

(OVER)

Special Varieties:

Ballerina--Large single, salmon color. Plants one foot tall with a twenty-inch spread. Covered with its beautiful fringed flowers, it is one of our most popular varieties.

Prima Donna--Described as same type and qualities as Ballerina, but a rose-pink color. New for 1955.

Crusader--Single white, heavily marked with pink, mostly in the form of a large central star. New last year. We were very much impressed by its beauty and profuse blooming. Large flower.

Paleface--A new white by the introducer of the now famous "Comanche." The most profuse flowering pure white petunia in existence.

Comanche--Single bedding type. To date the finest and brightest red. Most asked for of all varieties by our customers last year.

Elk's Pride--Giant single purple petunias. Best in this color.

Celestial Queen--The most satisfactory deep rose bedding petunia we have grown. Very early and profuse bloomer. Same as Celestial Rose but deeper in color.

La Paloma--The very finest ruffled giant white. Tops in its class.

Popcorn--Extra giant white, slightly ruffled. Plant very compact.

The only extra large white on a low plant. Free bloomer.

Paramounts--Mixed colors only. These are the giant single ruffled in a great range of color. Make strikingly beautiful bedding plants.

Any of the above special varieties at 22¢ each. Not less than three of a kind or color.

Mixed bedding petunias in a complete color range, 20¢ each postpaid.

Minimum order for potted petunias. You may assort kinds, but not less than three of a kind or color, total minimum one dozen.

Hardy Chrysanthemums--These are listed on another page, but can be included in either Group A or B.

--- DELPHINIUMS ---

These are hardy, but our potted stock will not be ready until the first of June. Our stock consists of six kinds and colors and mixture of the celebrated Pacific Hybrid double flowering delphiniums.

Our plants will be from 2½" pots and will bloom well toward fall.

"Guinevere"--lavender pink "Blue Bird"--rich, bright blue

"King Arthur"--deep violet "Sir Galahad"--best pure white

"Astolat"--Blush pink through raspberry rose.

"Summer Skies"--light blue Mixed, above and other colors.

Price of any: 3 for \$1.00, 6 for \$1.90; 12 for \$3.50 postpaid.

Large one-year old plants, field grown, bloom June, 6 for \$3.00, mixed only.

SEED OF ANY OF THE DELPHINIUMS, 50¢ a generous packet.

(Bloom first year if planted in April)

GLOBE PHLOX--A fine item from Japan. Brilliant display of all phlox colors.

Makes a compact, rounded little plant for borders. Covers itself with bloom all summer. Fine for window boxes too. Needs plenty of water.

Height 6-8 inches. \$2.25 a dozen from 2½" pots--ready to bloom.

Hardy but slow starter, hence goes in group B for early June delivery.

GROUP B - Early June Delivery

NOTE--Items from Group A may be included in this group for early June delivery if order is received so that we can plan on holding and have Group A items ready for June shipment.

CLEOME, Spider Plant--Beautiful plant for full sun. Blooms early and to frost. Grows to three feet high and two wide. Large heads with new bloom each sunny morning. Distinctly different and grand to look at. Pure white or pink flowering. 22¢ each. Dz. \$2.50.

COLEUS--A fine mixture of these ornamental leaf plants. We expect to have plenty for June delivery from pots. Use these for shady urns, window boxes or borders. Bright sun soon burns out the beautiful colors. \$2.50 a dozen.

LOBELIAS--Compact plants covered with bright blue flowers with white eye. Grand for borders, boxes, urns. Does best in partial shade. Plants furnished will be in bud or bloom. 22¢ each, \$2.50 a dozen.

MARIGOLDS--"Glitters"--Bright lemon yellow. Resembles incurved chrysanthemums. Makes excellent cut flower.

"Yellow Supreme"--large creamy yellow flowers. Nearly odorless foliage.

"Yellowstone"--fine large yellow.

Giant double orange.

"Early Sunset Giants"--All colors in mixture.

DWARF MARIGOLDS:

For extra early dwarf borders (after danger of frost) use "Giant Spry," maroon and gold; "Lemondrop," best pure yellow; "Sunkist," rich, deep orange. For a somewhat taller border use "Redhead," bronzy red with anemone type center petals; "Naughty Marietta," single maroon and gold, a real beauty.

For a rich border of mixed colors and large flowers use our own selection of almost every conceivable color in the dwarf marigold class. A mass of gorgeous bloom until stopped by frost.

Pot grown of any of the marigolds 20¢ each, \$2.25 a dozen, prepaid.

UNWIN DAHLIAS--You are really missing a treat if you are not growing these dwarf dahlias in your garden. They come into bloom early and keep right at it until fall, giving a mass of color in the garden and an almost inexhaustible supply of cutting material. Flowers are semi-double to full double and come in a gorgeous range of colors. If you like any particular one you can save the roots as you do the large dahlias. 26¢ each, 6 for \$1.50.

THE ZINNIA HIT PARADE

Certainly here is the cut flower for every garden, every color taste. Does best in rich soil of course, but will be beautiful in any soil in full sun. We offer the latest and best there is:

"Blaze"--All America winner for the best new flower in 1954. Brilliant orange red. Profuse bloomer on good stems.

"Eskimo"--Large creamy white of fine form. Up to five-inch bloom.

"Sunny Boy"--Large (five-inch) blooms of rich buttercup yellow. Ruffled petals give the flower grace.

"Riverside Beauty"--warm, luminous pink flowers, five inches or more across, two to three inches deep.

"Floradale Scarlet"--Also giant flowered, a rich scarlet, ruffled and fluted petals, a fine variety for cutting.

"Purple Prince"--Deep red purple, large bloom on a long, heavy stem.

"Burpee Giant Hybrids"--a very recent introduction and the very finest mixture. Colors mostly in the lighter, pastel shades. Flower petals arranged so that much of the stiffness of zinnia blooms is gone and they are now a graceful bloom suitable for any flower use.

"Lilliputs"--the popular baby zinnias, fully double. A favorite with a great many people. Your choice of purple, salmon rose, pink, canary, white, golden, scarlet.

All pot grown zinnias--not less than three of a kind or color--\$2.25 a dozen prepaid. Quantity limited, order early.

--- P E R E N N I A L S ---

Unfortunately we have only a few kinds to offer this spring, most of our varieties not being ready until fall. We do have:

ALYSSUM--Basket of Gold. Spring flowering rock plant. 15¢ each.

CANDYTUFT--The beautiful light lavender, "Gibraltarica." Smothers itself in bloom. Flowers first year. Young plants 15¢ each.

SHASTA DAISIES--Semi-double white "Marconi." Heavy one-year plants, 3 for \$1.10. Single white Shasta "Alaska." Good heavy plants, four for \$1.25.

SWEET WILLIAMS--Mixture only of doubles and singles that will bloom this spring. Five for \$1.00.

--- P O L Y A N H U S P R I M R O S E S ---

These are the hardy, early spring flowering primroses in a wide range of colors, and are from the best strains obtainable in the Pacific Northwest. Year-old plants ready in early April. 6 for \$2.25 prepaid. They bloom so early it will be necessary for you to order this item right away if this spring's bloom is wanted. Increase in beauty each year, but should be divided every third spring after blooming. Must be grown in nearly full shade.

--- H A R D Y C H R Y S A N T H E M U M S ---

Only proven, beautiful varieties are listed and you get strong plants from pots--not divisions. If your chrysanthemum order is \$5.00 or more you may select one more of any variety listed.

AUTUMN SONG--wine rose, large early

CANARY WONDER--Grand yellow Pompon

ALERT--An extra good early purple

CHAMPION CUSHION--early bronze

CARMINE QUEEN--Grand red pompon

ELIZABETH HOOD--Large lavender pink, extra

COMMANDER CUSHION--Red cushion

HUNTSMAN--One of the best large reds

KATHLEEN LEHMAN--Grand golden bronze

LEE POWELL--Chinese yellow, tall, large

MALINDA BROWN--Fine early lavender-rose

MAGNIFICENT--Early, large plum red

MASQUERADE--Lavender button, extra

MAJOR CUSHION--deep pink

MING--orange yellow, grand early

ORPHEUS--Grand new red pompon

PINK SURPRISE--a rich large pink

POLAR ICE--Large early white

PURPLE STAR--Early and profuse

SEPTEMBER DAWN--early lavender pink

SHALIMAR--Large, creamy white

POMPONETTE--Finest golden button

WHITE CUSHION

WHITE TOWER--Best white pompon

YELLOW SUPREME--Best yellow cushion

Any above 45¢ each, minimum order six plants

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